

General Corporate Responsibility Policy



I.- Introduction

At **Atresmedia**, we share a common purpose that expresses our company's reason for being and its commitment to society: "**We believe in the power of reflection and emotion**".

We are convinced that in our activity, as a media outlet, by creating and disseminating informational and entertainment content, and guided by the values of quality, respect and diversity, we are able to awaken in people their ability for reflection and emotion, which are drivers that inspire and lead them to produce positive changes and impacts in society.

Because of this, at **Atresmedia** we understand that our responsibility is to create a business model that, in addition to guaranteeing the necessary profitability and competitiveness, is consistent with our purpose and brings value to society by actively and positively contributing to its progress.

To achieve our corporate purpose, at **Atresmedia** we have a corporate responsibility strategy that seeks to protect and enhance value for the Group and for all our stakeholders and to create a culture of commitment and responsibility through the comprehensive and transversal management of our corporate responsibility.

II.- Objective of the General Corporate Responsibility Policy

The objective of this General Corporate Responsibility Policy is to inform our stakeholders about **Atresmedia's** approach to the different aspects that make up corporate responsibility, as well as to formalize the company's Corporate Responsibility strategy.

Specifically, the General Corporate Responsibility Policy of **Atresmedia** describes the commitments made by the Group, as well as the principles that are applied to adequately implement each of them, based on the strictest compliance with the law and with all applicable standards.

These commitments are to:

1. Produce and broadcast responsible information and entertainment content that is accessible to all of society.
2. Promote quality, honest and ethical advertising in all our media.
3. Support our employees as the company's main asset.
4. Contribute to the progress and development of society.
5. Minimize our environmental impact and inform society of the need to care for the environment.
6. Strengthen Corporate Governance.
7. Convey our corporate policies and values to the entire value chain.
8. Establish transparent relationships with stakeholders.



This policy updates the General Corporate Responsibility Policy approved by the Atresmedia Board of Directors in October 2015.

III.- Principles and guidelines

1. Produce and broadcast responsible information and entertainment content that is accessible to all of society

- **Quality and commitment.** We are aware of the influence we exert on the opinions, values and behaviors of society, which is why we take responsibility in ensuring the quality of the content we broadcast. We also make the communication potential of our resources available to society in order to raise awareness and help solve the problems that concern it.
- **Accessibility.** We work to ensure that everyone, regardless of their visual or auditory limitations, can access our audiovisual and digital content.
- **Truthfulness and Plurality.** We offer verified, truthful and plural information that allows citizens to form free and informed opinions. To make sure we provide information that is responsible and independent, our news services are guided by [public codes of conduct](#) that guarantee compliance with these principles.
- **Protection and promotion of human rights.** We promote freedom of expression, diversity, pluralism and non-discrimination in our information and entertainment content, and we support the protection of the human rights recognized in the Universal Declaration of Human Rights and in the various national and international conventions and declarations signed by Spain. We voluntarily comply with the principles contained in the Code of Self-Regulation of Children's Television Content in order to make sure that the most vulnerable audiences are protected.

2. Promote quality, honest and ethical advertising in all our media

- **Transparent and honest business management.** We foster a relationship with advertisers and agencies based on the principles of honesty and transparency.
- **Quality, efficiency and innovation in our service.** We are committed to providing quality commercial services that guarantee a safe environment for our clients' brands. To this end, we do significant research and make every effort to meet the needs of our advertisers and offer them innovative products and formats that are respectful of the audience and provide highly effective advertising.
- **Advertising self-regulation.** We strive to be rigorous and ethical in commercial communications and to protect viewers from practices of dubious responsibility. That is why we, completely voluntarily, adhere to and respect various industry codes of self-regulation. We are also partners of Autocontrol.
- **Respect for human rights.** We ensure that advertising content strictly respects



human rights. We firmly reject any campaigns that incite violence, discrimination, that promote behaviors that threaten human dignity or that harm minors or any minority group that requires special protection.

- **Protection of minors.** We take special care to ensure that the advertising products placed in content aimed at children are suitable for this audience. We do so by expanding the enhanced protection schedule, independently marketing the time slots whose programming is targeted at this group and requesting Autocontrol's approval of said advertising.
- **Commitment to society.** We believe in advertising that offers value to society and that contributes to its awareness, which is why we are committed to having an active portfolio of products that make it possible for our clients to join in outreach activities. We also offer free advertising airtime to NGOs, provided they meet the charitable requirements specified in the corresponding internal protocol.

3. Support our employees as the company's main asset

- **Provide quality employment and a rewarding work environment.** Our goal is for the Group's professionals to be proud to work at **Atresmedia**. To this end, and to ensure the satisfaction, well-being and professional development of our human capital, we provide motivating working conditions, as well as a communicative setting that is safe and healthy and that fosters a respect for individual differences. We are committed to training, intrapreneurship, attracting and retaining talent, and to inspiring leadership as basic principles that guide our human resources strategy.
- **Promote equality, diversity and work-life balance.** We have an Equality Plan that guarantees equal treatment and opportunity, improves work-life balance, prevents workplace and sexual harassment and protects maternity rights. We do not tolerate any discrimination based on gender, race, sexual orientation, religious beliefs, political opinions, nationality, social origin, disability or any other circumstance that is likely to be a source of discrimination.
- **Guarantee labor rights.** At **Atresmedia**, we enforce the provisions of the ILO, especially those related to the privacy of our employees or underage labor, and do not allow practices that are contrary to it or the rest of the ILO's principles.
- **Promote ethical behavior among the people who are part of our Company.** We promote the ethics, integrity and honesty of the people who are part of the Company. We have a [Code of Conduct](#) that is binding on every employee and prevents incidents of corruption, bribery or fraud and all those actions that may adversely affect the interests and reputation of **Atresmedia**. We have a questions and claims inbox to report or prevent any situation involving an infraction, discrimination or conduct that is contrary to the rules, policies and values of **Atresmedia**.

4. Contribute to the progress and development of society

- **Commitment to achieving the United Nations Sustainable Development**



Goals. We are aware of the crucial work taking place at companies to achieve the 17 United Nations Sustainable Development Goals. Because of this, at **Atresmedia** our corporate commitments are consistent with those Goals and targets where we can make a greater and particularly relevant contribution. We also work in alliances with other organisations to promote SDG achievement.

- **Social awareness through the media channels of Atresmedia.** We create long-term projects that seek to achieve positive and tangible answers to the problems that concern society, such as road safety, healthy lifestyles, care for the environment, the promotion of scientific research, the fight against gender violence, the defense of intellectual property and the responsible use of technology. We do so by making the communications resources of our Group's media companies available for these social causes so as to inform society and involve it in thinking about and solving these problems.
- **Active collaboration with non-profits.** Through partnership agreements, we engage in causes with a large social impact, launching awareness campaigns with non- profits in order to obtain greater financial and social backing for the causes they support.
- **Promotion of corporate volunteerism among our employees.** We allocate specific resources to facilitate volunteering activities among our employees and their families in an effort to make the skills and abilities of **Atresmedia's** human capital available to society. As a media company, we are actively involved in promoting and advertising volunteer programs through our outlets and we take part in the main events in order to promote these efforts.
- **Creation of the Atresmedia Foundation to promote the welfare and rights of children and young people.** When we created the **Atresmedia Foundation** in 2005, we allocated human and financial resources to develop and effectively implement projects and activities that benefit children and young people, and more specifically to humanize hospitals, promote education and youth employment.

5. **Minimize the environmental impact of our operations and inform society of the need to care for the environment**

- **Reduce the environmental impacts of our operations.** Although the activities of **Atresmedia** do not have significant environmental repercussions, we take steps in our operations to reduce their environmental impact, promote the efficient use of energy and resources, minimize waste and polluting substances and support the fight against climate change.
- **Raise society's environmental awareness through our media outlets.** We disseminate information and awareness campaigns through all our media outlets in order to raise society's awareness of the importance of engaging in environmentally responsible behaviour. By doing so, we contribute to achieving those Sustainable Development Goals that are related to the environment.

6. **Strengthen Corporate Governance**



- **Atresmedia** has designed a global **Corporate Governance system** that affects and includes all areas of the Company and guarantees the proper operation and control of its management and administrative bodies. It also ensures a continuous and transparent relationship between the Group and its viewers and listeners, institutions and supervisors, employees, shareholders, investors, etc.
- The **Corporate Governance Policy**, approved by the Board of Directors, includes the good governance practices of **Atresmedia** and the principles on which they are based, which primarily involve:
The enforcement of legal norms, both external and internal, and their constant adaptation to recommendations in this area; equality of treatment for shareholders; quality and efficiency in the operation and performance of the Board of Directors and its Committees; and transparency.
- **The Audit and Control Committee**, which is entrusted with enforcing corporate governance rules, and specifically with periodically evaluating how the Company's corporate governance system is being adapted to the purposes for which it was created, such that it effectively fulfills its mission of guaranteeing the proper operation of the Group and its transparency. It also promotes social interests and takes into account, as appropriate, the legitimate interests of stakeholders.
- The **Appointments and Remuneration Committee**, which helps define and disseminate the remuneration policy of administrators and directors and enforces the agreements adopted in this regard at the annual general meeting. It also actively participates in shaping the Board of Directors and in selecting its members, thereby ensuring they satisfy all the personal and professional requirements that make them suitable for the position and guaranteeing the diverse composition of these bodies, in accordance with the good governance recommendations and the commitments adopted in the Advisers Selection Policies.

7. Convey our corporate policies and values to the entire value chain

- **Equality, transparency, objectivity and independence in our relations with our suppliers of goods and services.** We engage in smooth and transparent dialogue with our suppliers in order to optimize the Company's supplies and contracts.

Our contracting processes are based on the principles of fairness, transparency, equal treatment and objectivity. We guarantee that the processes for purchasing goods or contracting services are completely independent of any personal, family or financial relationship that may call into question the objectivity of the selection.

- **Sustainability in our purchasing processes.** We include sustainability criteria in our purchases of goods and services, with a special emphasis on environmental criteria, as allowed by the financial and quality requirements.



- **Shared commitment with our suppliers.** We involve **Atresmedia's** suppliers in our corporate policies by having them sign clauses pledging to abide by them, the goal being to ensure that the Group's suppliers have the same quality values and standards and the same social, labor and environmental commitments as **Atresmedia**.

8. Establish transparent relationships with stakeholders

- **Seamless and active channels of engagement with our stakeholders.** One of the pillars of **Atresmedia's Corporate Responsibility** is transparency and smooth dialogue with those individuals, entities or institutions that affect or are affected by the Group's decisions. Accordingly, at **Atresmedia** we have effective channels of communication that are tailored to our main stakeholders, which allows us to know their opinions, needs and interests and to respond to their demands and expectations, integrating those that add value to the Company.

Advertisers	Advertiser's office Regular newsletters associations membership
Audience	Focus groups and opinion polls Corporate and programmes websites Profiles in social media Corporate emails Telephone assistance and headquarters visits
Shareholders Investors	Shareholder office Investor office Road shows with investors Corporate website: https://www.atresmediacorporacion.com/en/shareholders/investors/
Employees	Internal communications Corporate intranet MASDIII internal digital magazine THINK Initiative Inquiries and complaints channel
Society	Corporate website: https://www.atresmediacorporacion.com/en/corporate-responsibility/ Focus groups and surveys Corporate email: responsabilidad.corporativa@atresmedia.com Associations and forums membership
Suppliers	Inquiries and complaints channel
Regulators	Associations and forums membership

- **Transparency, truthfulness and balance of corporate information.** We publish relevant, complete and truthful information about the Group's financial and non-financial performance, subjecting it to the appropriate internal and external verification processes to guarantee the utmost reliability of the



information published. The principle of balance governs our communications, which is why we inform our stakeholders of our successes, but also of our failures.

- **Active participation in leading national and international organizations and forums on corporate responsibility.** An active dialogue with stakeholders also entails participating in national and international forums, associations and initiatives. As a result, at **Atresmedia** we take part in the leading forums on corporate responsibility, both nationally and abroad, in order to exchange experiences and best practices with other leading sustainability organizations and to promote, share and improve our corporate responsibility strategy.

IV.- Oversight, control and application mechanisms

The **Board of Directors of Atresmedia**, the Company's highest governance body, is responsible for approving the general corporate responsibility strategy and policy, a task that is overseen by one of its committees, **the Audit and Control Committee**.

The Committee guarantees the transversality of the Group's corporate responsibility, internally promotes actions to achieve the goals established in the Policy and informs the Administration bodies about its progress, through the Corporate General Management.

The Audit and Control Committee also defines the **Risk Policy**, approved by the Board of Directors, which describes the several types of risk, including **non-financial** ones, that have been identified and integrated into the Corporate Risk and Control model.

In particular, a new specific **ESG Risk Model** (Environmental, Social and Governance) has been integrated into it, with its own entity, to which apply detective and preventive measures - these last ones described in the regulatory compliance Model (Protocols and Policies, Inquires and Complaints Channel, Compliance Bodies), and it has specific controls assigned which mitigates each one of the ESG risks identified in relation to **Atresmedia's** activity and business.

The risk control and management function within the Group is applied by the **Internal Audit and Risk Management Area**, which coordinates and runs the **Corporate Management and Control of Risks System** through a tool of recognized prestige and reliability called SAP GRC (Governance, Risk and Compliance), allowing to systematize, order and monitorize of the Group's risks.

Additionally, and to make sure that our corporate responsibility is applied throughout the Company, we have a **Corporate Responsibility Committee** that internally promotes the implementation of its various objectives, keeping the management and oversight bodies of **Atresmedia** informed of its progress.

This policy is supplemented by other policies approved by the Group, such as:

- General corporate governance policy.
- Remuneration policy for directors.



- Policy for communicating with and contacting shareholders, institutional investors and voting board members.
- Fiscal policy.
- Responsible Advertising Policy.
- Human Resources Policy.
- Environmental Policy.

Policy approved by the Atresmedia Board of Directors on October 23, 2019